

Nov 4th, Loft, Shanghai

Rundown of Media Party Launching Ceremony of Design Contest

THE SWEDISH COMMITTEE FOR EXPO 2010 IN SHANGHAI

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| 18:00-18:30 | Guests & media registration |
| 18:30-18:45 | Welcome speech by Ms Annika Rembe, Commissioner General |
| 18:45-18:55 | Key note speech by Prof Dong Qi, Vice President of Tongji University |
| 18:55-19:10 | Introduction of the contest by Ms Tove Engstrom, Communication Director and Springtime |
| 19:10-19:20 | Signing ceremony by Ms Annika Rembe and Prof. Wu Zhiqiang, Assistant Dean of Tongji University, Dean of Design & Innovation Institute |
| 19:20-19:35 | Performance time - Sand drawing |
| 19:35-19:45 | Introduction of Swedish Expo website by Mr Stefan Geens, Creative Director |
| 19:45-20:00 | Presentation by Mr Yang Wenqing, designer and lecturer at Tongji University |
| 20:00-20:30 | Interactive time – media in groups to do some creative collaboration |
| 20:30-21:00 | Band performance time + cocktail mingling time |
| 21:00 | End |